



**FORD DEALERSHIP
STOUGHTON, WI**



**SMALL STRIP MALL & COMFORT INN
STOUGHTON, WI**



STOUGHTON PROFESSIONAL CENTER
2 Insurance agencies
Real Estate
Certified Public Accountant

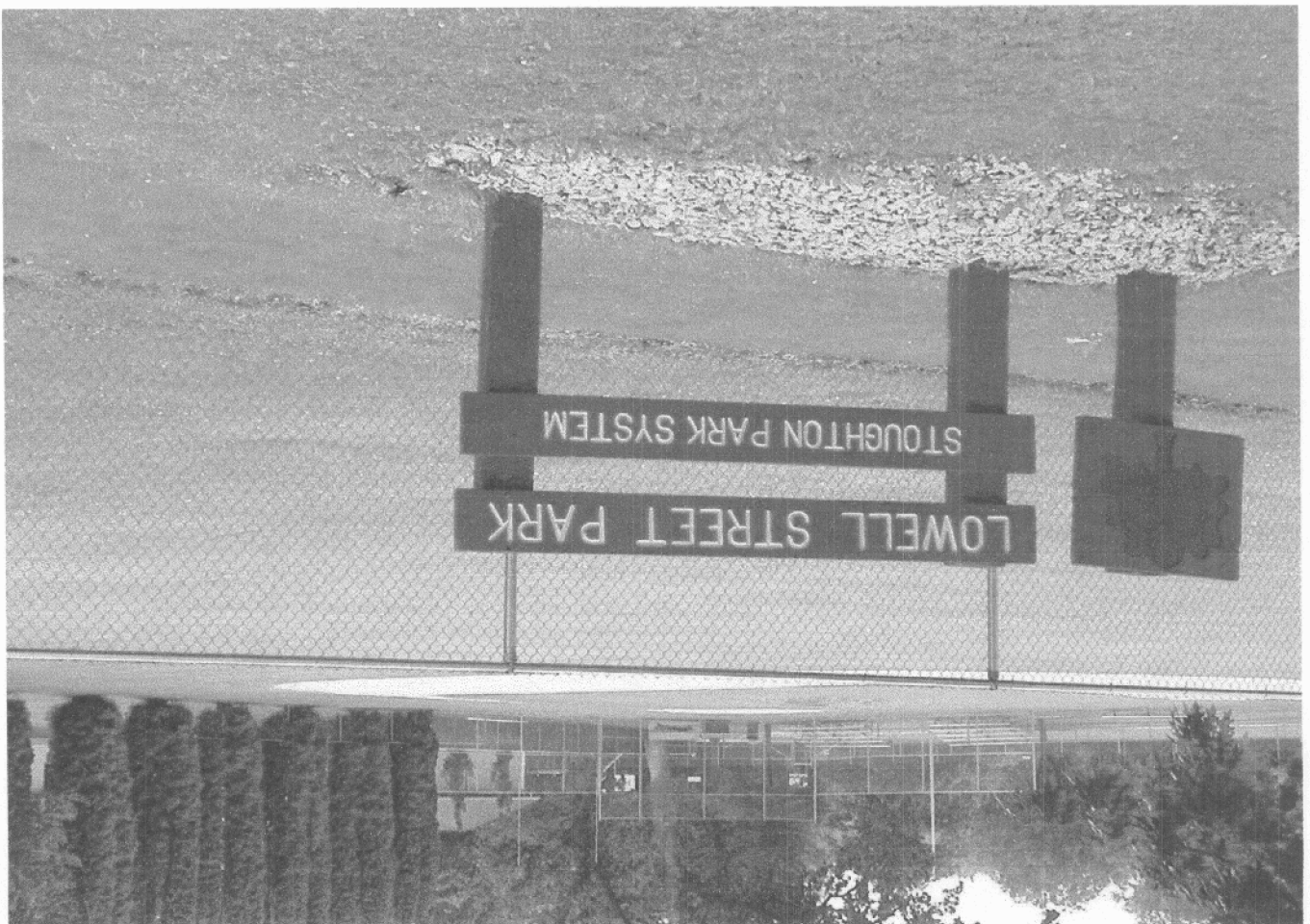


STOUGHTON VILLAGE PLAYERS THEATRE



**DIVISION STREET PARK
STOUGHTON PARK SYSTEM**

**LOWELL STREET PARK
STOUGHTON PARK SYSTEM**



**MAGNUM COMMUNICATIONS INC.
NPRM, AMENDMENT FM ALLOTMENTS**

**REPLY COMMENTS
PORTAGE, WI AND STOUGHTON, WI
ATTACHMENT 4**

**LETTERS OF SUPPORT FROM COMMUNITY LEADERS
AND BUSINESS LEADERS**

CITY OF STOUGHTON

381 East Main Street
Stoughton, WI 53589

(608) 873-5877

August 27, 2004

To Whom it May Concern:

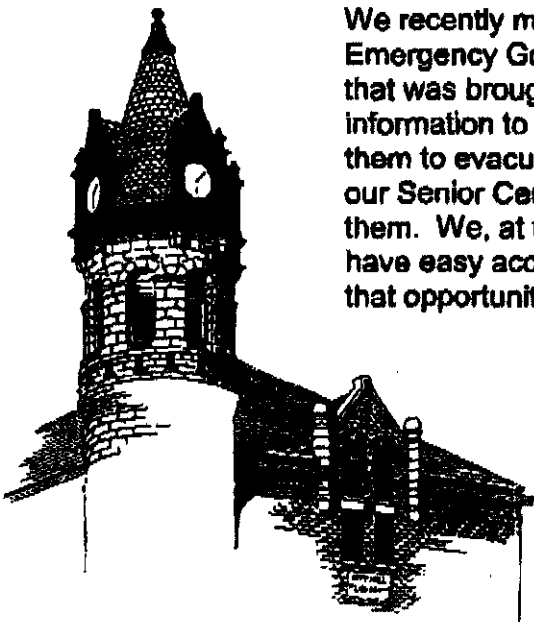
It is our understanding that Magnum Radio Group has proposed to the Federal Communications Commission that they be allowed to provide the first FCC licensed radio service to Stoughton, Wisconsin. They have requested to move a currently licensed and operating station (WBKY-FM) to Stoughton from Portage, Wisconsin. Portage already has three licensed stations, while Stoughton has none.

It is also our understanding that a large broadcast conglomerate, Mid-West Family, has filed a petition requesting that the FCC deny Stoughton it's first FCC licensed radio station. It is their position that they provide enough service to Stoughton and that their service is satisfactory for us.

Please be aware that we are a full service city of 12,500 citizens, and our goal is to provide jobs, goods and services here at home. We have successful industrial parks in our city, offer retail in a thriving downtown and other areas throughout the city and have our own very successful hospital and medical clinics, and we have a wonderful school system. We are not a suburb of Madison, Wisconsin.

We are a community full of people who care, we have public/private partnerships that provide many wonderful reasons for people to call Stoughton their home. We have a Volunteer Fire Department and Emergency Medical Service, a full time Police Department that does their own dispatching. We had the first skateboard park in Dane County for our youth, and the first Youth Center for Middle School children, both established in the early 1990's. Many communities in Dane County have since started their own youth centers, modeled after ours, and many have built skate parks since we did ours. We have a restored beautiful Opera House on the third floor of our 103 year old restored city hall, and we attract patrons from a large service area.

We recently met with a representative of Dane County, Wisconsin, Emergency Government to evaluate our hazard mitigation needs. One thing that was brought up by several city departments was the need to get information to our citizens in case of emergency when there is a need for them to evacuate their premises. We have sites for people to go to such as our Senior Center and schools, but no easy way to get that information to them. We, at that time, wished that we had a local radio station, so we'd have easy access to a format to get that information out. Now we may have that opportunity and we don't want to lose it.



2

We see a chance to provide local news, public service announcements, weather warnings, snow emergencies and local radio shows to communicate with our public. We do have coverage by Madison radio stations, but we compete with a large metropolitan area and our issues are often given low priority.

Please do not deny us the opportunity to have our own radio station for the first time. If you need more information, please feel free to contact me by phone, mail, or email at hjohnson@ci.stoughton.wi.us.

Sincerely,



Helen J. Johnson
Mayor

CITY OF STOUGHTON

381 East Main Street
Stoughton, WI 53589

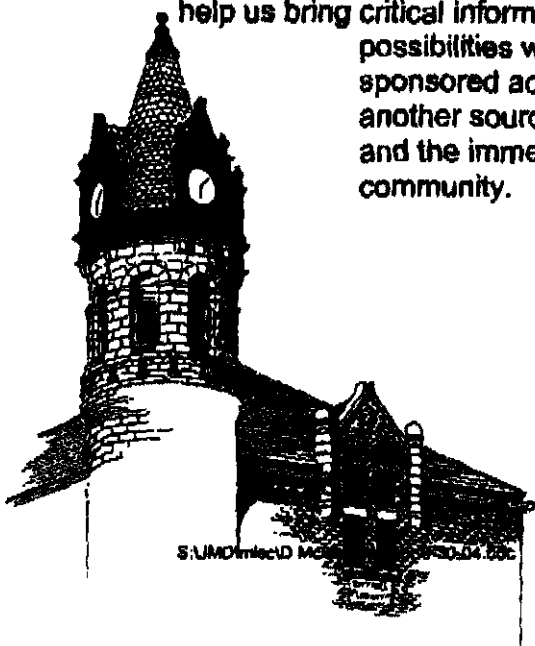
To Whom It May Concern,

(608) 873-0677

It's been brought to our attention that a request has been made to relocate an existing radio station, WBKY-FM, currently of Portage Wisconsin, to Stoughton Wisconsin. Stoughton is a city of 12,500 residents, south-southeast of Madison, with a population of approximately 25,000 within the 53589 zip code area. Stoughton is a vibrant community that has available the types of goods and services people need, located within the city. We have just completed an extensive downtown revitalization project and with most all of the store fronts occupied, Stoughton has become a model for many wishing to do the same in south central Wisconsin.

We are the home of industry, corporate offices, and other various businesses, which provide jobs and services for our city. Stoughton Trailers Corporation, Nelson Industries(Division of Cummins Diesel), Uniroyal Engineered Products, Zalk Josephs Fabricators, and Con-Way Central Express Trucking, just to name a few. Stoughton has a successful and growing hospital that has teamed with Saint Mary's Hospital of Madison to provide our service area with excellent health care options. Stoughton has a diverse selection of consumer goods, ranging from antiques, crafts, specialty shops and everyday products available in the city. We are truly a self contained community with our own identity.

We, as city counsel representatives find it very exciting that there is a chance to have a local radio station locate in Stoughton. We believe that many opportunities exist with that kind of service at a local level. We are currently updating our emergency management plan and to have a local radio media to work through could help us bring critical information to our residents. We also see many possibilities within the school district to have broadcasts of school sponsored activities. We believe that the increased ability to have another source for people to obtain information about Stoughton and the immediate surrounding area is a strong positive for our community.



S:\MID\mcd\MO... 2004.08.30

4

Stoughton has a community access cable station, and the director believes the possibility of working together on community projects can provide new and exciting possibilities for programming. His feelings are there is much to gain for Stoughton with this kind of opportunity. Radio broadcasts, live remotes, and the presence of a local radio station can provide businesses of Stoughton with new tools to help them grow and succeed.

For the above reasons and many more, we ask that you look favorably to the request by the Magnum Radio Group's proposal to relocate WBKY-FM to our wonderful city, Stoughton Wisconsin. If you would have any questions please contact the Stoughton City Hall and we would be happy to address them.

Thank you for your time and consideration,

Sincerely endorsed by the following officials of the
Stoughton City Council,

David McKichan - Aldermanic District 2
Jim Griffin - Aldermanic district 4
Pat Schneider - Aldermanic district 3
Paul Lawrence - Aldermanic district 2
Ron Christianson - Aldermanic district 2
Melissa Lampe - Aldermanic district 3
Rollie Odland - Aldermanic district 4
Gerald Olsen - Aldermanic district 3

5

CITY OF STOUGHTON

August 30, 2004

381 East Main Street
Stoughton, WI 53589FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON D.C. 20554

(608) 873-8677

To Whom It May Concern:

I am writing this letter in support of Magnum Radio Group's proposal that the currently licensed and operating station (WBKY-FM) be moved from Portage, Wisconsin to Stoughton, Wisconsin.

It has come to our attention that the FCC has received a petition against the move by Mid-West Family, a large media company that owns and operates a number of stations in Madison, Wisconsin. Their position is that Madison radio stations provide satisfactory service to the City of Stoughton. The other possibility to consider is that they are trying to limit competition for advertising and other revenues in their current market area.

The City of Stoughton has a population of 12,629 (Wisconsin Department of Administration figure from 2003) and has no licensed radio station. The Wisconsin DOA's figures for the same period for the City of Portage is 9,905 and it currently has 3 licensed stations. By this fact alone, a move would seem to be appropriate.

Stoughton is not a part of Madison. Stoughton is a city of rich cultural traditions and has a strong Norwegian heritage. We have endeavored to be a full-service community with robust local industry and many thriving stores in our vital downtown and businesses beyond the center of town. Culturally, our most precious gem is the historic City Hall Opera House which has been beautifully restored to host a wide variety of cultural events every year—from classical music to folk singers to children's theater.

Stoughton prides itself on being a unique and separate entity and a separate radio station could serve a multitude of purposes. Some of these purposes which quickly come to mind are:

- Increased exposure of the city through local Stoughton station identification once an hour.
- Local weather and weather alert information.
- Educational events coverage.
- Local news and events which are not covered on Madison stations.
- Increased opportunities for local businesses to reach both the local and area audience.

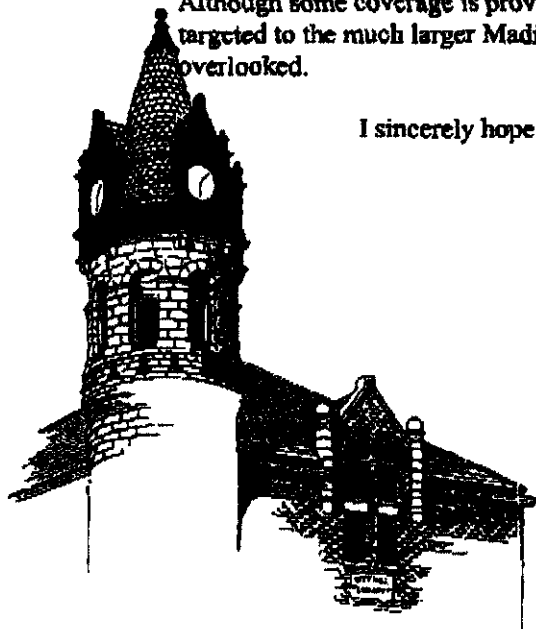
Although some coverage is provided by the Madison radio stations, these stations are obviously targeted to the much larger Madison area and so, many events specific to Stoughton are overlooked.

I sincerely hope that permission is granted for WKBY to join our great community!

Sincerely,

Luann J. Alme
City Clerk

LJA:cms



6

CITY OF STOUGHTON

381 East Main Street
Stoughton, WI 53589

(608) 873-6677

To Whom It May Concern:

It has been brought to my attention that an application with the FCC to bring the City of Stoughton, Wisconsin its first radio station is being opposed!

We are a vibrant, self sufficient community of 12,600 people with an immediate commerce service area of over 25,000 people. Our commercial area downtown has served as a shopping hub for many, many years.

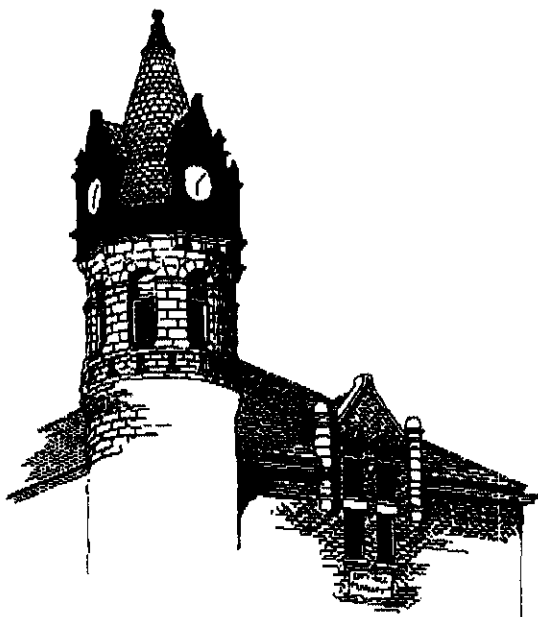
I can't imagine any possible negatives for the City having its own Radio Station – While I can think of many positives.

I do hope the License Transfer Application of Magnum Radio Group is approved.

Respectfully,



John D. Neal
Finance Director
City of Stoughton





**CITY OF STOUGHTON
MUNICIPAL UTILITIES**

Serving Electric, Water & Wastewater Since 1886
600 South Fourth Street P.O. Box 383 Stoughton, WI 53589-0383
(608) 873-3379 Ext. 123
Visit us at www.stoughtonutilities.com

7
ROBERT P. KARDASZ, P.E.
Director of Utilities
bkardasz@stoughtonutilities.com

VIA E-MAIL & REGULAR MAIL

August 30, 2004

Federal Communications Commission
445 12th Street SW
Washington, D.C. 20554

RE: Request from the Magnum Radio Group (MRG) to provide Federal Communications Commission (FCC) licensed radio service to Stoughton, Wisconsin.

Dear Sir/Madam:

It has come to our attention that the MRG has filed a request with the FCC to move a currently licensed and operating radio station (WBKY-FM), from Portage, Wisconsin to Stoughton, Wisconsin. Under the assumption that the operations of the new radio station would not negatively interfere with the technologies currently utilized by fellow local license holders, the Stoughton Municipal Utilities strongly recommends approval of this request. Providing local emergency and other public service announcements to our 8,400 rural and urban customers is currently hampered by not having a local radio station that our area residents can relate to and rely on. Such radio station could be designated as the station to listen to in the event of potential unscheduled service interruptions. Our emergency response plan currently includes a plethora of radio stations serving Madison, Wisconsin. Sharing information with such a large number of radio stations occasionally leads to communication challenges and misinformation broadcasts. This problem will be mitigated through the use of a single local radio station designated for such purposes.

Please contact me at (608) 873-3379 Ext. 123 or at bkardasz@stoughtonutilities.com, or Sean Grady at (608) 873-3379 Ext. 116 or at sogrady@stoughtonutilities.com if further clarification of our support is required.

Sincerely,
STOUGHTON MUNICIPAL UTILITIES

Robert P. Kardasz, P.E.
Utilities Director

cc: Mayor Helen J. Johnson-City of Stoughton
James Coursole, Group General Manager-Magnum Radio Group (E-Mail)
Attorney Denise Moline-MRG FCC Counsel (E-Mail)
Sean O Grady, Utilities Operations Superintendent-Stoughton Municipal Utilities



8

CITY OF STOUGHTON
8-27-04

381 East Main Street
Stoughton, WI 53589

(608) 873-6677

Federal Communications Commission
Washington, D.C.

To Whom It May Concern:

It has come to my attention that the Magnum Radio Group has filed a request to move radio station WBKY-FM to the City of Stoughton. It is also my understanding that the Mid-West Family (MWF) has filed a petition to deny the approval of this move.

As Fire Chief for the City of Stoughton I see the possibility of a radio station in our community as a great asset. This would be an avenue to provide emergency broadcasts and information to our citizens that the Madison radio station would not put as High priority.

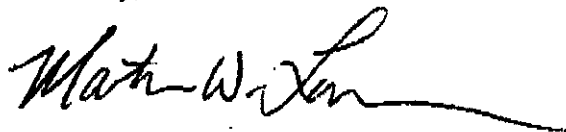
Stoughton is a community that does not want to be dependent on the larger City of Madison for its services. Having our own radio broadcast service would be one more way of staying an independent community.

Recently we had an incident in our High School, this type of local broadcast capability would have provided an excellent media to inform the parents and citizens as to information about the situation.

It is my belief that a local radio station could service our citizens to a greater extent than any radio station from another community. As a city official and personally I feel it is in the best interest of the citizens of the City of Stoughton to be allowed to have our own radio station.

Please allow the Magnum Radio Group and WBKY-FM to proceed with the move to the City of Stoughton.

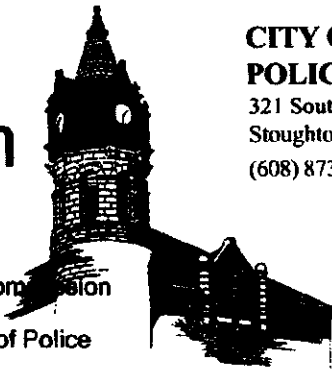
Sincerely,



Martin W. Lamers
Chief Stoughton Fire Department



Memorandum



**CITY OF STOUGHTON
POLICE DEPARTMENT**
321 South Fourth Street
Stoughton, WI 53589
(608) 873-3374

PATRICK O'CONNOR
CHIEF OF POLICE

To: Federal Communications Commission
From: Patrick W. O'Connor, Chief of Police
Date: 8/27/2004
Re: WBKY-FM Radio License

To Whom It May Concern,

The purpose of this memo is to support Magnum Radio Group's application to move their WBKY-FM operation to the City of Stoughton, Wisconsin. I believe this would be a very positive step for Stoughton Area residents in both community identity and information distribution. Stoughton is a community of approximately 12,500 people within the city boundaries, approximately 25,000 in the immediate area, located 20 miles south of Madison & north of Janesville Wisconsin. Our community is "served" by these larger communities but as you can probably recognize that we are not a primary focus for radio stations within these markets. I believe that a local station will provide an outlet for distributing pertinent information on a priority basis. Community activities such as shows at our renovated Opera House, community events such as Syttende Mai (yes it's spelled that way), Coffee Days, Victorian Holidays, etc. all will receive more billing and help build further community interest in them. Other information such as school closings, snow emergencies, and other critical informational items will be more available to the community members.

In conclusion I whole heartedly endorse Magnum Radio Group's application to move their WBKY operation to Stoughton Wisconsin and request that you approve their application.

Sincerely,

A handwritten signature in black ink, appearing to read "Patrick O'Connor".

Patrick O'Connor

Chief of Police

Stoughton Area School District

10

Administrative and Educational Services Center

Office of the Superintendent

Myron Palomba, Ph.D.

August 26, 2004

The Federal Communications Commission,
Washington, D.C.

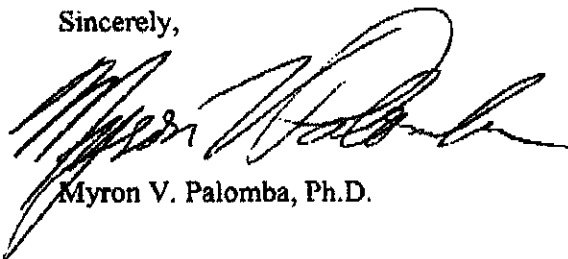
To Whom It May Concern,

I am writing to support the Magnum Radio Group's (MRG) proposal to provide the first FCC licensed radio service to Stoughton. I am the superintendent of Schools for the Stoughton Area School District. Our district presently serves approximately 3,600 students through 12th grade residing in Stoughton and the adjacent towns. The Stoughton Area School District covers approximately 90 square miles with the city of Stoughton in the geographic center. The city of Stoughton has 12,500 residents, however, the four surrounding towns double that amount.

Presently, there is no local radio in Stoughton that provides a local Stoughton focus for news and information. While the community is located near Madison, the community has significant individual identity and does NOT consider itself a suburb! Stoughton has immense civic pride along with a vibrant business sector and certainly stands independently from Madison.

From my vantage point, a local radio station would only enhance the community and be able to provide more community specific services than the large conglomerates operating in Madison. I encourage the FCC to approve the request to relocate WBKY-FM from Portage, Wisconsin to Stoughton.

Sincerely,



Myron V. Palomba, Ph.D.



STOUGHTON AREA EMERGENCY MEDICAL SERVICE

381 East Main Street Stoughton, Wisconsin 53589
Non-Emergency 873-6500 EMERGENCY 911



August 27, 2004

RE: Local radio station in Stoughton, Wisconsin

To Whom It May Concern:

This letter is a follow up to the meeting held at Stoughton City Hall to discuss the interest and possibility of Magnum Radio Group locating a radio station in the City of Stoughton. As the Director of Stoughton Area Emergency Medical Services (EMS), I can provide you with first hand knowledge of the positive impact that a local radio station would have on the citizens we serve.

Stoughton Area EMS provides quality pre-hospital emergency medical care to a population of 18,869 which includes the City of Stoughton and our surrounding townships. We respond to an average of 1,160 calls annually. We are a volunteer service with 33 members, licensed as State of Wisconsin IV Technicians, and we serve our community 24/7 with two fully staffed and equipped ambulances.

The City of Stoughton's Emergency Planning Team (EPT), which consists of our Police Chief, Fire Chief, EMS Director and Public Works Director, is currently in the process of updating our city's Emergency Response Preparedness Plan. While attending a recent mitigation meeting, sponsored by Dane County Emergency Management, Stoughton's EPT identified communication as one of our top priorities and concerns during an emergency incident. Interestingly enough, during our brainstorming session, a member suggested we pursue the possibility of obtaining a local radio station, as it is imperative for emergency responders to have both internal and external communications in place. The radio station would be designated as the point of contact for citizens to obtain information in real-time.

A local radio station would be an asset to our community, our citizens and our emergency responders. Almost everyday our nation hears news relating to homeland security. It is easy for citizens to have the perception it wouldn't happen in rural America, and that we are less of a target than those in more populated areas. On the contrary, local governments and emergency services nationwide, metropolitan to suburban, are taking steps in preparing for terrorism incidents, incidents involving weapons of mass destruction, training on mass causality, and training involving environmental emergencies. Currently, almost every municipality in Dane County has it's emergencies dispatched by Dane County's Emergency 911 System. There have been times when the 911 System has been overloaded and local municipalities are instructed to switch radio frequencies going down to their local government communication channel. This in effect means Dane County will not be monitoring,

12

dispatching or facilitating our needs during the duration of the incident. During these types of events many systems and resources are overloaded - even radio stations. Having a local radio station in our community would provide our citizens with an outlet to obtain communications specific to their needs. The City of Stoughton has the highest elderly population per capita in Dane County. Many of these elderly citizens live independently, yet are homebound. Tuning into a local radio channel will provide them with the opportunity to obtain information on evacuations, power outages, estimated times for the duration of the incident, and other communications which would be specific to them.

Stoughton is not a "bedroom" community; nor do we consider ourselves a suburb of Madison. We are a thriving community that takes pride in our culture and our heritage. On an on-going basis, we see how today's ideas are tomorrow's reality. We would appreciate your full cooperation and assistance to help Stoughton obtain its own radio station.

Please feel free to contact me if you have any questions, or need further clarification. I can be reached by phone at (608) 873-6500 x 670, or by e-mail at crigdon@ci.stoughton.wi.us

Sincerely,



Cathy J. Rigdon, Director
Stoughton Area Emergency Medical Services

/CJR

cc: Mayor Helen J. Johnson



August 30, 2004

To Whom It May Concern:

Stoughton Hospital endorses the creation of a local radio station in the city of Stoughton as soon as possible.

With a city population approaching 13,000 and growing, our community has no individual radio station to consolidate local news reporting and community service messages.

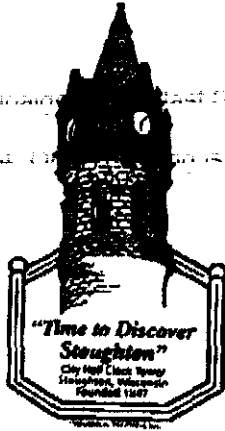
Stoughton Hospital favors a local radio station in order to promote community health education events, hospital news activities, new programs and services and general matters of interest.

The hospital does not regularly promote its events on Madison based radio stations with few exceptions due to the diverse and distant nature of these stations, which do not specialize in covering the Stoughton community.

Sincerely,

A handwritten signature in cursive script that reads 'Terry Brenny'.

Terry Brenny
President/CEO



STOUGHTON CHAMBER OF COMMERCE

532 East Main Street • Stoughton, WI 53589

Phone: (608) 873-7912 • (888) 873-7912

Fax: (608) 873-7743

e-mail: stoughtonwi@tds.net

web site: www.stoughtonwi.com

August 27, 2004

Federal Communications Commission
445 12th Street SW
Washington D>C> 20554

To whom it may concern:

It was brought to our attention that Radio Station WBKY-FM was denied a FCC license to provide radio service to the City of Stoughton, Wisconsin. Stoughton is a community of 12,500 citizens with a zip code population of more than 25,000 people. If we were to take into consideration the Stoughton trade area, we would be looking at nearly 40,000 individuals.

Our community boasts virtually 500 separate businesses within our immediate boundaries. Based on the population figures and potential advertisers, there is enough support for a viable radio station.

The Stoughton Chamber of Commerce fully supports and embraces the idea of having a radio station in our community. Any suggestions to the contrary are just not supported or justified.

We ask that you consider WBKY's application positively.

Sincerely,

Edward J. Bieno, Executive Administrator

8/27/2004